11 Tips For Writing Inclusive Job Ads

Linguistic inclusion

1. Write your advertisements in the languages and varieties of where you are advertising to localize the text to the intended pool of applicants.

2. Check that your language tests are testing the actual languages of your candidates.

Gender inclusion

3. Depending on the language, use pronouns which are not specific to one gender over another. In English, use ‘you’ instead of ‘he’ or ‘she’ or ‘they’ (‘you will be a specialist’ vs. ‘she will be a specialist’).

4. Avoid gendered language. Adopting the right technical methods can help you make your job ads neutral.

Literacy inclusion

5. Write in an accessible way as much as possible:
   - Keep sentences short
   - Keep paragraphs short
   - Use white space to reduce visual ‘noise’

6. With the help of an expert in text analysis, have your documents measured for their readability to assess the level of reading ability required for understanding the content.

Cognitive inclusion/neurodiversity

7. Use sans serif fonts like Arial, Verdana, Tahoma, Century Gothic, Trebuchet, Calibri or Open Sans. Crowded written text is more difficult to process.

8. Use bold for emphasis. Underlining and italics cause crowding.

Industry inclusion

9. Write your advertisements without jargon — and especially without your organization’s own jargon — to make the text more accessible to a broader applicant pool.

Other considerations to make

10. Remove keywords and phrases which might act as a proxy for class backgrounds (‘top tier university’).

11. Have a section which directly addresses that candidates from diverse backgrounds are welcome to apply.

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